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AZALEAS

No flowers more beautifully exemplify the Spirit of the Spring than the Azaleas. In Southern California we find three evergreen varieties that thrive and offer the ultimate in charm and color: the Indicas, Kurumes, and Indica-Macranthas. All through the months of March, April and May they present an unforgettable pageant of bloom.

The gorgeous Indicas, with their large spectacular blossoms and habit of intermittent bloom throughout the year, leave little to be desired.

The Kurumes comprise a most diversified collection, and their mass bloom is most effective.

Last, but not least, the Indica-Macranthas, or early summer flowering Azaleas, with their oriental habit of growth and sparkling flowers.

Many and varied are the uses to which Azaleas may be put: pick them freely for decoration throughout your rooms, use them for favors or wear them as corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house or patio.

This little pamphlet introduces you to three of the "Best Families" of Azaleas. You will, we are sure, wish to make the acquaintance of them all.

We have specialized in Azaleas for many years and now offer a unique selection of the finest varieties and latest introductions.

The varieties mentioned herein represent only a very limited number of our extensive collection.

INDICAS

ALBERT and ELIZABETH	double
AVENIR	double
BLUSHING BRIDE	double
BRILLIANT	double
CHRISTMAS STAR	semi-double
DR. BERGMAN	semi-double
ERIC SCHAME	double
ETOILE de BELGIQUE	double
LOVELINESS	semi-double
MLLE. SAUNDERS	double
ORCHIDIFLORA	semi-double
PAUL SCHAME	double
PINK PEARL	double
ROMAINE de SMET	double
RUBIS	double
SUPER ORANGE	double
THE BRIDE	double
VERVENAENA ALBA	double
VERVENEANA ROSEA	double
VIOLACEA	double

KURUMES

AVALANCHE	single
BELLS OF ARCADY	single
CRABAPPLE	double
CHERRY POM-PON	double
DARK SPRING	single
FLAMINGO	single
LAUGHING WATER	single
LILACS	double
ROBIN REDBREAST	single
SERAPHIM	double
SURPRISE	double

INDICA MACRANTHAS

FIRMAMENT, HOURI, VALO, SAKURA GARI
and OTHERS



Flame-coral and white.
Glowing red-coral.
Delicate though rosy pink.
Brilliant cerise.
Deep cinnabar-red with black center dots.
Red-coral and white with deeper eye.
Clear coral and white.
Glowing red.
An exquisite lilac-pink.
Rosy-red.
Huge rose-orchid. Gorgeous.
A warm coral.
Large delicate pink.
Variegated rose-pink and white.
Gay red-cerise.
Brilliant flame-orange.
White with occasional carmine streaks.
Finest of the pure whites.
Light and rose-pink and white.
Rich, deep violet.

Large, single pure white.
Very large soft pink bells.
Closely resembles crabapple blossoms.
Clusters of cherry-red flowers.
Large pansy-violet.
Beautiful glowing coral.
Very large white.
Lilac-like clusters.
Just the color of a robin's breast.
Two shades of candy-pink.
Brilliant cerise.

In a wide range of colors.

Azalea Culture

Azaleas require an acid soil condition, and thrive best in pure peat. Do not add leaf-mold or soil. Dig a hole one-fourth wider than the container and two inches deeper, to insure ample room for an expanding root system, and fill with peat that has been moistened. They must have good drainage. In the event of heavy or adobe soil, it is recommended that you dig a hole at least twice the depth of the container, and fill with stones or coarse gravel up to the level of the peat. Do not put more than two inches of peat under the peat ball as taken from the pot. Set them rather high on heavy soil.

It is desirable to reset your Azaleas in fresh peat every two or three years; preferably just after the blooming season. Remove the broken down peat with a strong nozzle spray. This can be done easily without injury to the plant.

Top-dress lightly with an Azalea acid food, containing a cotton-seed meal base, three times after the blooming season (May 20, July 15 and September 1), and work in to a depth of $\frac{1}{4}$ inch, so as not to disturb the surface roots.

Azaleas enjoy a semi-shady location, such as that afforded by spreading trees or the north side of a house. Keep them reasonably moist, but **avoid a boggy condition.**

A well chosen selection will give consistent bloom from January through May. During the remainder of the year they make most attractive evergreens. Azaleas are very hardy and came unscathed through the record breaking frost of 1937, without any special protection.

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Come and enjoy our

AZALEA FESTIVAL

*Tens of thousands of exquisite blooms in
over 150 different shades and types.*

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An invitation to our

Spring Azalea Festival

